

Appl. No. 09/764,338
Amdt. dated September 16, 2005
Reply to Office Action of May 24, 2005

Amendments to the Claims:

The listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for surveying an online user, the method being computer-implemented and comprising the steps of:
 - (1) presenting one or more consumer products to the user over a distributed computer network;
 - (2) presenting a questionnaire to the user over the distributed computer network if the user selects at least one of the consumer products presented;
 - (3) accepting and storing the user's first response to the questionnaire using a computer;
 - (4) repeating, at least one time, steps 1-2 and accepting and storing the user's subsequent response(s) to the questionnaire; and
 - (5) using a computer to perform performing online sustainability testing by comparing the user's first response to the user's subsequent response(s).
2. (Currently Amended) The method of claim 1, wherein the step of using a computer to perform performing online sustainability testing further comprises correcting or correction for a skewed result.
3. (Previously Presented) The method of claim 1, comprising presenting a first consumer product and a second consumer product and wherein the questionnaire asks about the first and second consumer products.
4. (Previously Presented) The method of claim 3, wherein the step of presenting a questionnaire to the user only occurs if the user selects both the first and second consumer products.

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5. (Currently Amended) The method of claim 1 wherein the distributed computer network is the Internet.

6. (Currently Amended) The method of claim 1 wherein the step of presenting a first consumer product to the user is done by a first entity and the step of using a computer to perform performing online sustainability testing is done by a second entity.

7. (Previously Presented) The method of claim 6, wherein the first entity is an online vendor and the second entity is a producer of the consumer product.

8. (Original) The method of claim 7, wherein the producer shares results from the online sustainability testing with the online vendor.

9. (Previously Presented) The method of claim 7, wherein the producer provides the consumer product free of charge to the online vendor.

10. (Original) The method of claim 7, wherein the producer offers the item exclusively to the online vendor during the survey of the online consumer.

11. (Previously Presented) The method of claim 1, wherein the consumer product is a snack food product.

12. (Original) The method of claim 1, further comprising the steps of:
performing offline sustainability testing; and
comparing the results of the online and offline sustainability testings.

13. (Previously Presented) The method of claim 1, wherein the questionnaire is a CGI script, JAVA applet, or PERL script.

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14. (Currently Amended) The method of claim 1, wherein the first response to the questionnaire is transmitted over the distributed computer network.

15. (Original) The method of claim 14, wherein the first response to the questionnaire is transmitted in XML.

16. (Original) The method of claim 1, further comprising the step of assigning an identifying code to the user, wherein the first response and the subsequent response(s) are associated using the identifying code.

17. (Original) The method of claim 16, wherein the identifying code is a cookie.